**Eastern Mediterranean University**

**Faculty of Tourism**

**Strategic Plan**

**2023-2028**

**Strengths - Priorities- Core values - Opportunities – Challenges**

**1. Strengths**

* Our accreditations
* Practical and quality education
* International achievements

**2. Priorities**

* Increasing the number of academic and technical staff
* Prioritizing the promotion of our faculty
* Improving the infrastructure of our faculty’s building

**3. Core values**

* Expertise/Professionalism
* Good intention
* Work ethic
* Accountability

**4. Opportunities**

* Safety of our country
* Development of the job opportunities the in world tourism market
* Stability of our country compared to other Middle Eastern countries
* Lower cost of education compared to overseas competitors
* Visa-free access to the country for many countries
* New touristic developments in our country

**5. Challenges**

* Competition due to increasing number of universities in the country
* Being a politically unrecognized country
* High cost of living
* Instability of exchange rates

**SWOT ANALYSIS (Diagnosis)**

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| **Strengths*** Our accreditations
* Practical and quality education
* International achievements
 | **Priorities*** Increasing the number of academic and technical staff
* Prioritizing the promotion of our faculty
* Improving the infrastructure of our faculty’s building
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| **Opportunities*** Safety of our country
* Development of the job opportunities the in world tourism market
* Stability of our country compared to other Middle Eastern countries
* Lower cost of education compared to overseas competitors
* Visa-free access to the country for many countries
* New touristic developments in our country
 | **Challenges*** Competition due to increasing number of universities in the country
* Being a politically unrecognized country
* High cost of living
* Instability of exchange rates
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**6. Mission**

Our mission is to provide education at an international standard in order to develop individuals with entrepreneurial and professional skills and ethical values towards other individuals, the public and the environment as well as making a difference with quality scientific research.

**7. Vision for the end of the 2028 Academic Year**

Our vision is to be the leading Tourism Faculty in the Mediterranean region with all our graduates employed.

**8. What is needed to transform our vision to reality?**

1. **Increasing the quality of our education** and the motivation of our faculty
2. Forming **collaborations** with distinguished international education institutions, societies andtourism businesses
3. **Focusing** on **our promotion** in other countries

**9. Action Plan**

**9.1 Increasıng our Educational Quality and Motivation**

**Team Members:** Hasan Kılıç, Özlem Altun , Güven Ardahan, İlkay Yorgancı Maloney, Mine Haktanır, and Rüçhan Kayaman

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| **ACTIVITY** | **RESOURCES** | **PERSON RESPONSIBLE** | **TIME FRAME** | **E. CRITERIA** |
| 1. Relations with Employers: Workshop: Finding out about public and private sectors’ and NGOs’ expectations (curriculum, internship protocols, employment opportunities)
2. Update of our curriculum (improvement of educational programs in line with the feedback)
3. Development of relations with students

 3.1. Pre-registration: Promoting our faculty to students who gain admission to our programs through our web page. 3.2. Administrative, Social and Academic Topics: Provision of administrative, social and academic one-to-one services during the educational period.  3.3. Student Welfare: Accommodation, bureaucracy, transportation, food-beverage, financial aid, student clubs and social aid  | TH 400Meeting RoomComputer ProjectorTH 400Meeting RoomComputer ProjectorAll administrative and academic staff, secretariat, web-page (tourism.emu.edu.tr), student information office, complaint box, student handbookFaculty BoardSocial and Cultural Activities Directorate, ClubsEMU Rectorate | Prof. Dr. Ali ÖztürenCurriculum Committee Assist. Prof. Dr. İlkay Yorgancı MaloneyAssoc. Prof. Dr. Mine HaktanırAssist. Prof. Dr. M. Güven Ardahan Özlem Altun Prof. Dr. Ali ÖztürenAssist. Prof. Dr. Rüçhan KayamanProf. Dr. Ali ÖztürenAssist. Prof. Dr. Rüçhan Kayaman | Every year, prior to the Spring Semester registration week At the beginning and end of every academic term Every week From the day of start till graduation From the day of start till graduation  | Minimum 3 participants from public sector, minimum 5 participants from private sector and minimum 3 participants from NGOsPrograms will be updated in line with feedback All information will be updated 0 complaint0 student loss  |
| 4. Specifying the recent sectoral career demands and expectations  | TH 400Meeting RoomComputer Projector | Career Development Committee | At the beginning of each academic term  | Tourism Sector Advisory Board Interview Results  |
| 5. Making the internship activities more active  | TH 400Meeting RoomComputer Projector | Internship Committee | During 2023 Academic  Year | \*Revisal of internship regulations \*Evaluation of post-internship student satisfaction \*Organisation of pre-internship informative meetings \*Settling agreements with places of internships (min. 10)\*Improving internship opportunities abroad (min. 10) |
| 6. Organising educational programs and seminars contributing to the professional skills development of our students  | TH 400Meeting RoomComputer Projector | STHMCurriculum CommitteeCareer Development Committee  | At the end of each academic term | Tourism Sector Advisory Board Interview Results |
| 7. Increasing the motivation of academic staff  | Meeting RoomEMU Beach ClubTower Restaurant | Social Activities Committee  | At the beginning of each academic term | An increase in the academic staff satisfaction by 30% compared to the previous semester Having social events at the beginning of every semester and on special days (minimum 4 events) |
| 8. Strengthening the postgraduate and doctoral degree programs  | TH 400Meeting RoomComputer Projector | Faculty BoardPostgraduate Program Development Committee  | At the end of every academic year  | \*Increasing the number of publications in journals appearing in academic indexes by 10%\*Opening gastronomy postgraduate program \*Creating practice based internship opportunities at postgraduate programs  |
| 9. Activating the Tourism Research Center  | Tourism Research Center (TH400)Computer | Faculty BoardTourism Research Center Administration | 2016-2023 Spring Semester | Organising a conference once a year Publishing an international journal Recruiting research assistants Purchasing hardware Preparing a webpage  |
| 10. Improving the faculty  | TH 400Meeting RoomComputer ProjectorRauf Raif Denktaş Culture and Congress Center | Faculty Board | At the end of each academic year  | Participation in conferences, organising academic meetings, increasing the annual participation in educational seminars by 5% |
| 11. Strengthening the academic infrastructure  | University Budget | Faculty Board | At the end of each academic year  | Recruiting new academic staff,Organising in-service training programs every semester to ensure the development of the existing academic structure  |
| 12. Strengthening the physical infrastructure | University Budget | Faculty Board | At the end of each academic year | Activating the two application labs and one application hotel Modernising the classrooms  |
| 13. Offering certificate programs targeted towards the sector and community  | University Budget | Faculty BoardContinuing Education Center | Every academic semester | Opening certificate programs in 6 different areas. |
| 14. Applying necessary changes on the curriculum regarding entrepreneurship, ethics and environmental issues.  |  | Curriculum Committee | 2016-2023 Academic Year  | Revising the content of courses  |

**9.2 COLLABORATION WITH PROMINENT INTERNATIONAL INSTITUTIONS/ASSOCIATIONS OF EDUCATION AND TOURISM ENTERPRISES**

**Team members:** Ilkay Yorgancı, Ali Öztüren,Nazenin Ruso, Hüseyin Bilsen, Ali Özduran, Tuna Karatepe

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| **ACTIVITY** | **RESOURCES** | **PEOPLE RESPONSIBLE****(TEAM LEADER)** | **TIME FRAME** | **E. CRITERIA** |
| 1. Specification of the top 3 tourism facultys, hotels, and organisations worldwide 2. Contacting the specified 3 facultys, hotels and tourism organisations and establishing collaborations and clarifying the details of the collaboration 3. Student-faculty exchange, summer faculty, seminar ad other organisations for 2024. 4. Comparison of the mission and vision of the specified universities with ours 5. Analysis of the programs and curricula in the specified facultys 6. Analysis of the instructional methodology techniques employed in the facultys specified 7. Analysis of the biographical information of the academic staff members at the specified facultys (specification of the expert, academician ratio)8. Analysis of the marketing, promotional, and advertising strategies of the specified facultys 9. Analysing the sectoral relations of the specified facultys 10. Analysis of the practices of the specified facultys regarding facilities and the infrastructure, technological developments and environmental organisation. 11. Analysis of the practical application environments/units of the specified facultys. 12. Carrying out research on the employment opportunities provided for graduates of the specified facultys 13. Analysing the on and off campus organisations and social activities 14. Analysing the student advisorship policies in specified facultys   | Internet Human ResourcesFax, e-mail, telephone,internetHuman resourcesBudget, transportation, accommodation, faculty facilities and equipment (for 2024)Internet andHuman resourcesInternet andlibraryInternet andCourse outlineInternet, telephone and faxBrochure, handbook, internet, poster, telephone and faxInternet, telephone and faxInternet, telephone and faxInternet, brochure, handbook, leafletInternet, human resourcesInternet, human resourcesInternet, telephone and fax | Hüseyin BilsenHüseyin BilsenAli ÖzduranAli ÖztürenTuna KaratepeNazenin RusoIlkay YorgancıHüseyin BilsenAli ÖzduranTuna KaratepeNazenin RusoTuna KaratepeNazenin RusoIlkay Yorgancı  | 18/02/202316:3024/03/202316:3027/10/202316:3017/06/101716:3027/10/202316:3027/10/202316:3027/11/20716:3028/02/202316:3016/02/202416:3029/06/202416:3027/10/202427/10/202428/02/202528/02/2025 | Specification of top 3 universities, hotels and tourism organisations through using official sources. Ensuring that communication has been established with the specified organisations and that the details have been made clear Specification of the budget in figures, ensuring that the planning of the organisations has taken place As a result of the comparison, determining the possible missing points in our mission and vision and recommendations for change or expression of the suitability of our existing mission and vision Evaluation of our existing program and curriculum and determining the extent of possible change Specification of the methods increasing the student production in our department by considering the methods applied in the specified 3 facultysSpecifying the condition of our academic staff and their comparison with the academic staff in the specified facultys. Comparison of the advertising, marketing and promotional strategies employed in these facultys with those applied in our facultys and providing recommendations if and when needed. Analysis of the sectoral relations of the specified facultys, comparison of it with our relations with sector and specification of strong and weak aspects. Comparison of specified activities with those in our faculty and recommendation of the selected ones for their application in our faculty.  Presentation of necessary recommendations for facilities and settlings where application work will take place. Discussing the suitability of the recruitment opportunities made available for the graduates of specified facultys for our faculty. Specifying suitable social activities out of those analysed and putting them into practice both during courses and extra curricular activities Integrating the positive image and applications obtained in the area of student advisorship into our departmental system.  |

**9.3 FOCUSING ON OUR FACULTY’S PROMOTION AT INTERNATIONAL LEVEL**

**Team Members:** Rüçhan Kayaman, Özlem Altun, Mine Haktanır, Hamed Rezapouraghdam, Ali Özduran

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| **ACTIVITY** | **RESOURCES** | **PERSON RESPONSIBLE** | **TIME FRAME** | **E. CRITERIA** |
| 1. Seminars and workshops to be organised abroad by STHM academic staff2. Seminars and workshops to be organised at the university by STHM academic staff3. Organisation of career days and similar activities for potential students 4. Establishing joint double degree programs with various institutions 1. Increasing the number of international accreditations and ensuring the continuation of the existing accreditations (TEDQUAL, FIBAA, CITY & GUILDS
2. vb.)

6. Obtaining discounted group prices from airlines for international students and their families 7. Establishing a database by collecting the personal details of STHM graduates 8. Organising summer facultys targeted towards graduates and potential students 9. Ensuring the organisation of various events at graduates’ countries 10. Increasing the scholarship opportunities for international students | \* University budget\* Organiser\* Academic staff members\* Organiser\* Academic staff members\* University budget\* Ministry of tourism \* Private sector\* Students\* Academic staff members\* University budget\* Faculty Board\* University budget\* Hotels \* Agencies\* Airline companies\* Graduates\* University budget\* University budget\* University budget | Assoc. Prof .Dr. Hamed RezapouraghdamAsist. Prof. Dr. Özlem AltunAssist. Prof. Dr. Rüçhan KayamanAssist. Prof. Dr. Rüçhan KayamanAccreditation committeeAssoc. Prof. Dr. Mine Haktanır Alumni Relations CommitteeFaculty Promotion Committee Faculty Promotion Committee | On dates demanded by institutions in demand of training On dates of demand Annually, every March and June At every academic semester, with a new institution March 2023May 2023June 2023 (to be updated every following year)June 2023March 2023September 2023 | 100 participants100 new students150 participants100 new studentsTwice a yearEstablishing agreement with minimum 5 institutions 1 new international accreditation Discount of 50 % in ticket prices Reaching 250 graduatesOnce every year Two organisations per year %50 scholarship opportunity10 full-time10 part-time assistants  |